

Communities Putting Prevention to Work

Media and Communication Guidelines for Interventions

Common Language for CPPW:

The following text is for use by staff, contractors and community partners to reference or explain the CPPW program in written and oral communications. This is simply common language to help articulate the scope of CPPW; see below for attribution language.

Communities Putting Prevention to Work (CPPW) is a program of the County of San Diego Health and Human Services Agency (HHSA) funded by the federal Centers for Disease Control and Prevention through the American Recovery and Reinvestment Act (ARRA). The goals of the CPPW program are being achieved through partnerships between HHSA, contractors and community partners. (Additional intervention-specific language should follow)

Attribution Language for CPPW Campaign Materials:

Print Language (for flyers, brochures and any other print materials developed as part of the CPPW program; 10 pt minimum font; placement at discretion of designer):

Made possible by funding from the U.S. Department of Health and Human Services, through the County of San Diego.

Spoken Language (for television or radio spots, PSAs, web video, etc.):

Brought to you by the U.S. Department of Health and Human Services and the County of San Diego.

Acknowledgment/disclaimer for CPPW Publications:

Publications, journal articles, etc. produced under CPPW contract must bear an acknowledgment and disclaimer, as appropriate, such as:

"This publication (journal article, etc.) was supported by the Cooperative Agreement Number 1U58DP002496-01 from the Centers for Disease Control and Prevention through the County of San Diego, Health and Human Services Agency. Its contents are solely the responsibility of the authors and do not necessarily represent the official views of the Centers for Disease Control and Prevention."

Logo

The logo for use in CPPW related outreach, communication and media materials is the County of San Diego Health and Human Services Agency logo:

- **Proportions of the HHSA logo:** The HHSA logo was constructed with an aspect ratio (height to width) of 1 : 3.03. Particular attention should be made when placing the HHSA logo in an application (such as Microsoft Word, or PowerPoint), where the image proportions are changed simply by dragging the corners of the picture window box, which will change the aspect ratio of the logo.
- **Minimum Size:** Minimum size that the HHSA logo may be reproduced is 1 in.
- **Color Backgrounds:** When placing the logo on any colored background, frame it with a white box.
- **Reversed to White:** PANTONE 654 C is suggested for the use of a reversed logo. Grays may be reproduced as a percentage of black -- lightest acceptable is 40%.

- **Graphic Formats:** The HHSA logo can be requested in most graphic formats. By default, the file is most commonly used as a .jpg, .png, or .eps.

If needed, additional information and details can be referenced in HHSA Logo Usage and Guidelines (Fall 2009) document. Please contact Public Health Services for a copy.



Media Advisories/Press Releases

Use common language as stated above to describe the scope of the CPPW program.

Follow specific guidelines related to media/communication materials that may be stipulated in the intervention contract. For questions, contact your Public Health Services program staff representative. For references to “Acknowledgement of Federal Support” which defines the percent of costs financed with Federal money, the dollar amount of Federal funds, and percentage and dollar amount of the project financed with non-governmental sources, **please ignore this requirement**. We have verified with the CDC that this language will not be required for media-related documents. This may, however, still relate to reports, journal articles, and other formal documents. In such cases, draft footnote language with your Public Health Services program staff representative for use throughout the contract term (*does not need to change with each milestone activity or specific effort*).

Review/Approval

Once documents are finalized within the contractor/intervention team, submit to your Public Health Services program staff representative for review, approval, and release as requested.

Whether the media documents are being released by the County or by the CPPW contractor, submit documents for review and approval at least 72 hours in advance of requested release date to the media. CPPW Media Coordinator Dan Bennett and HHSA Media/Communications Coordinator Carey Riccitelli are available to provide prior review and technical assistance as requested.

Contact Information:

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